

## REMARKS

Favorable reconsideration of this application is requested in view of the above amendments and the following remarks. Claims 1, 4, 7, 10, and 58 are amended. The revisions to claims 4, 7, and 10 are supported, for example, at original claims 1-3. The revisions to claims 1 and 58 are supported, for example, at page 52, line 20 through page 54, line 12 in the specification. Claims 11-42, 45, 46, 50, 51, 56, 57, 59-63, and 70-79 are canceled without prejudice to or disclaimer of the subject matter recited therein.

Claims 1-10, 43, 44, 47-49, 52-58, and 64-69 are pending, with claims 1, 4, 7, 10, 52, 54, 55, and 58 being independent.

Initially, Applicants would like to thank the Examiner for the indication that the application contains allowable subject matter, and that claims 4-10 are allowable. Claims 4, 7, and 10 have been rewritten in independent form so that none of claims 4-10 are dependent upon a rejected base claim. Applicants respectfully submit that claims 4-10 are in condition for allowance.

### Claim rejections - 35 U.S.C. § 102

Claims 52-57 stand rejected as being unpatentable over U.S. Patent No. 6,496,170 (Yoshida). Applicants respectfully traverse this rejection. Applicant notes, however, that claims 56 and 57 have been canceled, rendering the rejection moot with respect to those claims.

Independent claim 52 is directed to a display apparatus. A distribution of a capacitive coupling voltage is made different in a display region between a case where a positive voltage is applied to the display medium and a case where a negative voltage is applied thereto. This arrangement helps eliminate an unwanted brightness gradient. See, for example, page 70, line 16 through page 71, line 4.

Yoshida is directed to a liquid crystal apparatus. However, Yoshida does not teach or suggest that a distribution of a capacitive coupling voltage is made different in a display region between a case where a positive voltage is applied to the display medium and a case where a negative voltage is applied thereto.

Accordingly, Applicants respectfully submit that claim 52 is allowable over the cited reference. In addition, claim 53 depends from claim 52, and is believed allowable for at least the same reasons.

Independent claims 54 and 55 are directed to a display apparatus having a capacitive coupling voltage from the scanning electrode, and a capacitive coupling voltage from the common electrode that are allowed to have a distribution in a screen. This arrangement also helps eliminate an unwanted brightness gradient. See, for example, page 70, line 16 through page 71, line 4.

Yoshida also does not teach or suggest a capacitive coupling voltage from the scanning electrode and a capacitive coupling voltage from the common electrode that are allowed to have a distribution in a screen. Accordingly, Applicants respectfully submit that claims 54 and 55 are allowable over the cited reference.

#### **Claim rejections - 35 U.S.C. § 103**

Claim 58 stands rejected as being obvious over Yoshida in view of U.S. Patent No. 6,040,813 (Takubo). Applicants respectfully traverse this rejection.

Claim 58 is directed to a display element, where an area of overlapping portions between the scanning electrodes and the pixel electrodes, and an area of overlapping portions between the common electrodes and the pixel electrodes are set to be larger in a screen center portion farthest from the feeding ends than in a screen end portion closest to the feeding ends, so that  $\alpha_{gd}$  and  $\alpha_{st}$  are both larger in the screen center portion farthest from the feeding ends than in the screen end portion closest to the feeding ends. By this arrangement, a brightness gradient and flickering can be reduced. See, for example, page 53, lines 14-22.

Yoshida does not teach or suggest this feature. Takubo is directed to an active matrix liquid crystal display device. However, Takubo also does not teach or suggest at least the above-identified feature. Accordingly, Applicants respectfully submit that claim 58 is allowable over the cited references.

Claims 1-3, 43, 44, 47-49, 64, 65, and 67-69 stand rejected as being unpatentable over U.S. Patent No. 5,561,442 (Okada) in view of Takubo. Applicants respectfully traverse these rejections.

Independent claim 1 has been amended to include the feature recited above with respect to claim 58. Applicants respectfully submit that none of the cited references teach or suggest those features.

Okada is directed to a circuit for driving a display device. However, Okada does not teach or suggest an area of overlapping portions between the scanning electrodes and the pixel

electrodes, and an area of overlapping portions between the common electrodes and the pixel electrodes that are set to be larger in a screen center portion farthest from the feeding ends than in a screen end portion closest to the feeding ends, so that  $\alpha_{gd}$  and  $\alpha_{st}$  are both larger in the screen center portion farthest from the feeding ends than in the screen end portion closest to the feeding ends. Takubo does not remedy the deficiencies of Okada.

Accordingly, Applicants respectfully submit that claim 1 is allowable over the cited references.

Each of claims 2, 3, 43, 44, 47-49, 65, and 67-69 depend from claim 1, and, therefore, each is believed allowable for at least the same reasons as claim 1.

In addition, Applicants respectfully submit that claim 64 is allowable over the cited references. Claim 64 depends from claim 4, which the Examiner has already indicated is allowable over the cited references. Claim 4 has been rewritten in independent form and, therefore, Applicants respectfully submit that claim 64 is in condition for allowance.

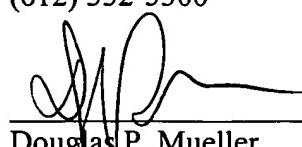
Claim 66 stands rejected as being unpatentable over Okada in view of Takubo, and further in view of U.S. Patent No. 5,600,458 (Okano). Applicants respectfully traverse this rejection.

Claim 66 depends from claim 1, which is believed allowable over Okada and Takubo for the reasons discussed above. Okano does not remedy the deficiencies of Okada and Takubo with respect to claim 1. Accordingly, Applicants respectfully submit that claim 66 is allowable over the cited references for at least the same reasons as claim 1. Applicants do not concede the correctness of this rejection.

In view of the above, favorable reconsideration in the form of a notice of allowance is requested.

Respectfully submitted,

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Date: August 13, 2004